In the Claims:

Please amend the Claims as follows:


1-27.     (Cancelled)


28.    (New) A computer-based system utilizing an event matching system for service providers, said system comprising:

a window of opportunity event generator,

said window of opportunity event generator automatically identifying an event,

said event comprising an unexpected period of inactivity when a scheduled activity is blocked;

a distribution channel analyzer,

said distribution channel analyzer analyzing said event to determine whether said event is likely to generate an increase in sales; and

an event matcher,

said event matcher receiving said event from said distribution channel analyzer if said distribution channel analyzer determines that said event is likely to generate said increase in sales, and

said event matcher selecting at least one of said service providers for said event from a service provider database.


29. (New) A system according to claim 28, further comprising:

an accounting manager,

said accounting manager configured to cooperate with said event matcher to provide an accounting functionality for said at least one of said service providers.

30. (New) The system according to claim 29, wherein:

said database comprises a service provider profile database,

said service provider profile database containing informational data of said service

providers.

31. (New) The system according to claim 28, wherein:

said system further utilizes a service provider profile manager for said service provider

database,

said service provider profile manager allowing service providers to customize and

manage profile data in said service provider database.

32. (New) The system according to claim 28, wherein:

said system further utilizes an event database,

said event database storing data relating to events for which a service provider is

selected by said event matcher.

33. (New) The system according to claim 28, wherein:

said distribution channel analyzer further utilizes a channel rules database containing

rules to be applied to particular channels.

34. (New) The system according to claim 28, wherein:

said distribution channel analyzer further utilizes data and rules obtained from an

institutional or organizational database,

said institutional or organizational database containing additional informational

data of selected institutions or organizations.

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35. (New) The system according to claim 34, wherein:

said data and rules of said distribution channel analyzer further utilize an institutional or organizational profile manager,

said manager allowing said selected institutions or organizations to customize and manage profile data in said database.

36. (New) The system according to claim 28, wherein:

said system further comprises a subscription management service, wherein:

at least one said unexpected period of inactivity is defined for tracking.

37. (New) The system according to claim 36, wherein:

said system further comprises a location tracker,

said tracker employed to keep track of subscribed consumers.

38. (New) The system according to claim 37, wherein:

said location tracker further comprises a consumer profile database for storing consumers' informational data.

39. (New) The system according to claim 38, wherein:

said location tracker further utilizes a consumer profile manager, wherein:

said manager allows consumers to customize and manage profile data in said database.

40. (New) The system according to claim 37, wherein:

said system further comprises a tracking device used to transmit location data continuously to said location tracker.

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41. (New) The system according to claim 40, wherein:

said tracking device generates said location data from a source of positional data selected

from the group consisting of:

a GPS receiver;

a cellular telephone; or

any other wireless system.

42. (New) An e-commerce method for enhancing sales of service providers, said service

providers in communication across networks and available to provide one or more specific

services through directed sales to selected customers, said method comprising the steps of:

automatically detecting at least one sales opportunity based on at least one unexpected

period of inactivity when a scheduled activity is blocked;

analyzing said at least one sales opportunity to determine whether said sales opportunity

is a beneficial opportunity likely to generate an increase in sales;

matching said beneficial opportunity with information from a subscriber profile database

to select one or more of said service providers as a selected service provider; and

notifying said selected service provider of said beneficial opportunity.

43. (New) The method according to claim 42, further comprising the step of:

providing an accounting functionality for said one or more of said service providers by

analyzing events and transactions of actual sales.

44. (New) The method according to claim 42, wherein:

said step of matching said beneficial opportunity with information from a subscriber

profile database further comprises using an external service provider profile database.

45. (New) The method according to claim 44, further comprising the step of:

managing and customizing profiles of said service providers in said service provider

profile database.

46. (New) The method according to claim 42, further comprising the step of:

storing data of said events in an event database.

47. (New) The method according to claim 42, further comprising the step of:

obtaining rules from a channel rules database to be applied to particular channels.

48. (New) The method according to claim 42, further comprising the step of:

obtaining rules from an institutional/organizational profile database containing data of

selected institutions or organizations in which events may take place.

49. (New) The method according to claim 48, further comprising the step of:

managing and customizing profiles of institutions or organizations in said

institutional/organizational profile database.

50. (New) The method according to claim 42, further comprising the step of:

tracking schedules of subscribed consumers or said service providers.

51. (New) The method according to claim 50, further comprising the step of:

utilizing a tracking device to keep track of the location of said subscribed consumers.

52. (New) The method according to claim 51, wherein:

said tracking device generates said location data from a source of positional data selected

from the group consisting of:

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a GPS receiver;

a cellular telephone; or

any other wireless system.

53. (New) The method according to claim 50, further comprising the step of:

storing a profile of at least one consumer in a consumer profile database.

54. (New) The method according to claim 53, further comprising the step of:

managing and customizing said profile of said at least one consumer in said consumer profile database.

55. (New) An article of manufacture comprising a computer program product, said computer program product comprising a computer readable medium storing processor-executable program code:

said computer readable program code embodying a method comprising the steps of:

automatically detecting at least one sales opportunity based on at least one unexpected period of inactivity when a scheduled activity is blocked;

analyzing said at least one sales opportunity to determine whether said sales opportunity is a beneficial opportunity likely to generate an increase in sales;

matching said beneficial opportunity with information from a subscriber profile database to select one or more of said service providers as a selected service provider; and

notifying said selected service provider of said beneficial opportunity.